

The Logo **Creative Brief**



FIRST THINGS FIRST:

Do you have an existing logo: YEP NOPE

If yes, what's working and what's not working for you?

Please list your Company/ Product Name as you would have it appear in your logo.

Do you have a tagline you may want to use with your logo?

WHOSE ATTENTION DO YOU WANT?

Who's your Target Market?

If you were the logo, how would you want people to describe you?

AND YOU ARE?

Who are you?

Who's in your space?

What makes you different?

Tell us what does it for you?

Do you want a **symbol** or a **logotype**?

*A symbol is an abstract illustration with your company name typeset alongside.[example: the Nike Swoosh, McDonald's Arches, Wachovia logo].
A logotype incorporates your company name into the logo itself.[example: IBM, Microsoft, Coca Cola].*

How many colours do you prefer in your logo?

2

This is optimal for containing your printing costs

3

...or more

?

I'm not sure, I trust you'll make the right choice for us.

THE BASIC NECESSITIES:

What are your logo's foreseeable uses?

- Business Cards Corporate Stationery Marketing Collateral
 Engraving/ Thermography Uniform Embroidery Website
 Stencils/ Stamps Signage Other

Should we consider print costs when we design your stationery?

Corporate Style Guide

- Yes No

Do you require a style guide? This would normally include logo usage rules, fonts and PMS /CMYK/ RGB/ hex colours.

SO, HERE'S THE UGLY TRUTH:

This project is due...

Our budget is...

Because...

said so.

ARE YOU PLAYING FOR KEEPS?

Describe any existing brands the new logo and branding should work with or does it stand alone?

Give us an idea of what your current marketing material looks like.

Specify whether any specific imagery or symbols should be used.

IN CASE YOU FORGOT:

Are there any additional comments or thoughts you'd like to share before we get started?

NOW WE'LL REVIEW, SEND A QUOTE AND **GET YOUR PROJECT STARTED...**